



Cardiovascular Team

MEMBER SECTION



How to Respond to Objections to Joining the ACC

The following are some common objections you may hear from prospective members and suggested responses to those objections. Keep in mind that this is just a guide; **every conversation will be different.**

Empathy is key! Let prospective members know that you understand how they feel—you were once a prospective member, too. Don't be afraid to tell your own story, highlighting the benefits of ACC membership to you and your practice. Your personal experiences with the ACC will resonate more than simply reading talking points off of a page.

Objection	Suggested Response
Cardiovascular Team Membership (\$117/year) is too expensive	<ul style="list-style-type: none"> • I understand! I thought so, too, when I first joined, but for about 32 cents per day: <ul style="list-style-type: none"> ○ get access to 300+ free educational products on ACC.org ○ receive deep discounts on ACC's leading educational products, meetings-on-demand, and SAP products ○ receive special member discounts on live events like the Annual Scientific Session ○ so I've found that my membership pays for itself in so many ways. • Think of your dues as an investment in your career/professional development. <ul style="list-style-type: none"> ○ ACC membership gives you access to hundreds of free/discounted educational products, many of which offer CNE/CE ○ ACC's Member Hub online community allows you to search for and connect with colleagues and mentors ○ Networking opportunities through local chapter and Section events connect you to peers locally and around the world
I just don't have time to participate	<ul style="list-style-type: none"> • I know how hard it can be to balance practice (and family life) with professional membership. You don't have to attend every meeting to get value from your membership. <ul style="list-style-type: none"> ○ With newsletters and information updates tailored to your preferences, we'll send you the information you need to know when you need to know it. ○ Your online access to eight <i>JACC</i> Journals means you're free to read up on the latest clinical developments at your leisure. • Member participation is part of what makes the ACC such a strong organization, but even when you're short on time, your membership supports the ACC as it advocates on behalf of the entire CV Team.

How to Respond to Objections to Joining the ACC *(continued)*

Objection	Suggested Response
<p>The ACC does not meet my professional needs/is not focused on my field</p>	<ul style="list-style-type: none"> • <<First, ask them to specify what they mean.>> Let me tell you about some of the resources/benefits that would be particularly useful to you [the list below is not all-encompassing; tailor your answer to their concerns]: <ul style="list-style-type: none"> ○ With 300+ free educational products and 20+ clinical topic hubs on ACC.org, there’s something for everyone. ○ The ACC offers Member Sections in 21+ specialties/interest areas, which means you can network with and learn alongside your peers. ○ The ACC’s clinical guidelines are an invaluable resource for anyone engaged in cardiovascular care.